

## ABSTRACT OF THE DISCLOSURE

The present invention provides an image capturing apparatus capable of efficiently transmitting image data to an external device and having improved reliability in data transmission. A data communication mode established between a data communication part and an external device is determined by a communication mode determining part. A compression ratio setting part sets a compression ratio adapted to the data communication mode determined by the communication mode determining part and sets the compression ratio to a compressor. The compressor performs a compressing process on image data to be transmitted on the basis of the set compression ratio. The compressed image data is sent to the data communication part and transmitted to the external device. As image data to be transmitted is compressed at a compression ratio adapted to a data communication mode, the amount of the image data to be transmitted is adjusted in accordance with the data communication mode, so that efficient and highly-reliable data transmission is realized.